



WEST VALLEY CITY
Unity Pride Progress

NEWS RELEASE

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Local Artists Benefit From Utah Cultural Celebration Center's *Partners Program* in 2008

West Valley City – The Utah Cultural Celebration Center announced today it would continue its popular *Partners Program*, designed to assist local artists and arts organizations by providing them with something they need most – space. Now in its second year, the Partners Program has provided that coveted space for meetings, rehearsals, classes, and other weekly gatherings for Utah's music, art, singing and dance communities.

In essence, the *Partners Program* works like this: instead of paying the usual rental fees for using the Utah Cultural Celebration Center, artists and arts organizations admitted into the *Partners Program* are instead required three things in the goodwill exchange: 1) placement of the Cultural Center logo on all promotions and advertising; 2) mention of the Cultural Center as a partner in all public events, and 3) an agreed upon service from the partner organization equal to what facility costs would have been under a normal rental agreement.

Last year's success has not gone unnoticed by Cultural Center staff. "This is a real win-win situation," says Michael Christensen, UCCC Folklorist. "With the Partners Program, the Cultural Center fulfills its mission by truly assisting artists in an area they desperately need, and at the same time the Cultural Center gets something we value in return – performers, artists, demonstrators, and other partners that help the Cultural Center present quality community arts programs. Partners Program groups last year included Chinese Folk Orchestra & Choir; Los Vientos del Sur, New-Zealand American Association; Latin Dance Heritage and others. Without their participation, our arts and cultural programs would not have been as rich or diversified. It's truly a unique partnership."

And this year the Utah Cultural Celebration Center hopes to get even more organizations to apply for the program. "We're really encouraging anyone interested to apply for the *Partners Program*. It will not only allow the Cultural Center to diversify its programming, but also be more inclusive with artists and sympathetic to their needs," explains Program Director Susan Klinker.

Detailed information about and applications for the Utah Cultural Celebration Center 2008 *Partners Program* is currently available online at culturalcelebration.org or the Utah Cultural Celebration Center: 1355 West 3100 South. For more information, please call 965-5100.

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